# AMERICAN NURSERYMAN

#### AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LII No. 4

**AUGUST 15, 1930** 

Per Copy 20c

NO ON

## PAINESVILLE NURSERIES



This fine block of NORWAY MAPLES (photographed 1929) is newdon sale. OF C

Good salable Maples have been scarce recently, particularly Norways. We are proud of and recommend our own new, unbroken blocks, which are of truly large proportions; the trees handsome, straight and thrifty as can be found anywhere.

#### NORWAY MAPLE

We can dig car-load orders (or less of course) for delivery Fall of '30, in 6/8—8/10— $1\frac{1}{4}$  to  $1\frac{1}{2}$ — $1\frac{1}{2}$  to  $1\frac{3}{4}$ — $1\frac{3}{4}$  to 2.

#### **EUROPEAN SYCAMORE**

Good sturdy trees in these grades:— 6/8, 8/10,  $1\frac{1}{4}$ - $1\frac{1}{2}$ ,  $1\frac{1}{2}$ - $1\frac{3}{4}$ ,  $1\frac{3}{4}$ -2, 2- $2\frac{1}{2}$ .

#### GENERAL NURSERY STOCK

Our nursery fields never looked better—for selective variety, supply, and mid-summer condition. Roses are in bloom. Come and see us.

## THE STORRS & HARRISON CO.

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OHIO

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1500

30 STATE ST



ROCHESTER, N. Y.

American Fruits Publishing Co.



## FALL-1930

We offer a general line of hardy Northern Grown Nursery Stock

#### A few Specials in Carload lots

CHERRY-1 & 2 year

APPLE-2 & 3 year

PEACH-1 year

BARBERRY-12/18-18/24-2/3

**SPIREA V. H.**—2/3-3/4-4/5

HONEYSUCKLE BUSH in variety-3/4-4/5-5/6

ELM AMERICAN—up to 2½ inches

ELM AMERICAN (Budded)—up to 2½ inches

ELM MOLINE—up to 2½ inches

These American Elm budded and Moline have been given extra space in the row and were transplanted four years ago. A fine select lot of trees perfectly straight.

NORWAY MAPLE—up to 1\frac{3}{4} inch SOFT MAPLE—up to 3\frac{1}{2} inches

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Established 1875
LARGEST NURSERY IN INDIANA

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AT

## Charles City, Iowa

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We are always glad to have members of the trade call on us.

Don't fail to take this opportunity to see the largest evergreen nursery in the world.

The SHERMAN NURSERY Co.

**CHARLES CITY, IOWA** 

## Best Tree Digger on Earth



Write for Descriptive Circular and Prices

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NURSERIES AND ORCHARDS COMPANY

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Missouri

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Oregon

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**CURRANTS** GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co. FREDONIA, N. Y.



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NEW YORK

EVERYTHING THAT NUR-SERYMEN NEED SERYMEN NEED

Can be supplied promptly from
our immense stocks. We sell
to distributors only. Write for
our new Wholesale Trade List.
One of America's Foremost
Nurseries MOUNT ARBOR NURSERIES

#### PEONIES

We wish you all could have seen our field this year—tens of thousands of blooms to revel in and over two hundred varieties to study. The beautiful Therese is our favorite and we now have a large quantity that warrants our popular price. COLE'S stock is clean and healthy—the kind of roots that bloom.

Here are prices for strong 3 to 5 eye divisions in a few varieties:

Per 100	Per 100
Albatre (Avalanche)\$18.00	Marguerite Gerard 27.50
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Alexander Dumas 20.00	Mikado (Fine Red Jap) 90.00
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Couronne d'Or 25.00	Mons. Jules Elie 35.00
Delicatissima 18.00	Mons. Martin Cahuzac 90.00
Edulis Suerba 25.00	Octavie Demay 25.00
Eugenie Verdier 30.00	Princess Beatrice 18.00
Eugene Bigot 40.00	Rubra Superba 27.50
Felix Crousse 32.50	Simonne Chevalier 35.00
Festiva Maxima 18.00	The Moor (Fine single Red) 55.00
Grandiflora 35.00	Theresa100.00
Karl Rosenfield 40.00	Triumphe de L. Expo. de Lille. 20.00
La Tulipe 20.00	Umbellata Rosea 18.00
Mme. de Verneville 18.00	Red 18.00
Mme. Emile Galle 25.00	White 14.00
Mme. Geissler 30.00	Pink 14.00

LARGER QUANTITIES AT SPECIAL PRICES, ALSO **QUALITY SHRUBS, SHADE, EVERGREENS, FRUITS, IN FACT** "Everything that's Good and Hardy"

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Forty-nine years at Painesville, Ohio

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2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS FLOWERING SHRUSB

CONIFERS ROCK PLANTS HARDY VINES

Ask for New Price List Just Off the Press

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Office: 341 E. 72d Street S. Portland, Oregon

LABELS FOR NURSERYMEN THE BENJAMIN CHASE COMPANY DERRY, N. H.

## Andrews LATHAM Raspberry

MOSAIC-FREE STOCK-RELIABLE ANDREWS NURSERY CO., Faribault, Minn.



Japanese Roseflowering and Weeping Cherries, Flowering Crabs

A. E. WOHLERT.

Narberth, Pa.

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LEONARD FULL-STRAPPED SPADES KUNDE KNIVES AND SHEARS Write for 88-page Wholesale Satalog Illustrating over 500 Hand Tools

A. M. LEONARD & SON

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Northern-grown, Hardy Evergree Forest and Ornamental Stock, especially Red Pine

H. R. BRISTOL, Plattsburg, N. Y.

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Is accomplishing much for the Nursery Trade. With a record of fifty-three years of service. Practical departments and active committees. National conventions of inestimable value.

President-John Fraser, Jr., Huntsville, Ala.

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President-E. C. Hilborn, Valley City, N. D.

Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.
1931 CONVENTION: DETROIT, MICH.

Write for Samples and Price List

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COSTS LESS THAN BURLAP

DOES A BETTER JOB



We will send full size working samples that will prove in your own shipping room that SAXOLIN is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

SAXOLIN is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproot-tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try SAXOLIN now and be ready for your next shipping season.

## Chase Bag Co.

Specialty Dept. -:- Cleveland, Ohio

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### Fine Growing Season Makes Us Better Prepared Than Ever

Our neck of the woods has certainly enjoyed unusually fine growing weather—just enough sunshine—just enough rain. J. & P. customers are going to beam with joy when they unpack this fine stock.

The Advance Fall Bulletin is ready. Get it now—look it over and make your reservations early. The outlook for a big Fall business is bright. Prepare now.

Cordially,

JACK & PERK

Jackson & Perkins Company
Wholesale Only
Newark, New York.

## Headliners for Coming Season

ORNAMENTAL SHRUBS—by the carload. New England grown popular sorts at popular prices.

H. T. and H. P. ROSES—budded on Multiflora—best of all understocks—for November and early spring.

BARBERRY THUNBERGI-3 year, good property, all grades.

BARBERRY THUNBERGI-2 yr., 12-15 inch, 15-18 inch and 18-24 inch-will make very low prices.

BARBERRY THUNBERGI SEEDLINGS-better order now. That's a tip.

PEACH TREES will be scarce—fine lot, Eastern varieties.

APPLE, PEAR, PLUM will be wanted before season is over. Offer in carloads for late fall delivery.

AMERICAN GROWN FRUIT TREE SEEDLINGS—Apple and Pear, top grades only, 1/4 and 3/16.

FRENCH FRUIT TREE SEEDLINGS, Mahaleb, Myrobolan. No adjustments on these items this year. Cost a little more but they are worth it.

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Manchester, Connecticut



WE ARE NOW READY WITH THE

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Grown by us from selected seeds from the Famous Elmhurst Elms collected in the city of Elmhurst. We have over 200,000 now growing.

Prices in 100 lots

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#### PFUND-BELL NURSERIES

ELMHURST, ILLINOIS Grown in the "City of Elms"

#### AMERICAN NURSERYMAN — August 15, 1930

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nurseries or Arroy or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scene, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Fortraits of individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

30

Journal of Commercial Horticulture, quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT Editor, Manager.

WHAT THIS MAGAZINE STANDS FOR—Clean chroniciling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing others of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERY-MAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a par-ular enterprise. Absolutely unbiased and independent in all dealings.

Though it happens that its place of publication is in the east-ern section of the country, it is thoroughly National in its char-acter and International in its circulation.

Its news and advertising columns bristle with announce-ments from every news corner of the Continent. It represents the results of American industry in one of the

greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orehard and Landscape Planting and Distribu-tion.

AMERICAN FRUITS PUBLISHING COMPANY, INC. 30 State Street, Rochester, N. Y.

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## WHEN NEARLY FOUR HUNDRED

Representative Members of a Trade Organization Meet In Annual Convention, Sitting Spellbound in Session After Session

DECEIVING wise counsel for solution of their problems and veritable inspiration to press forward toward still greater accomplishments

What are we to think of the mental capacity and business acumen on the part of any factor purporting to represent Nursery Trade interests which ignores such accumulated material and is satisfied with mere mention of the products of experienced investigators in and out of the trade presented in a carefully prepared program at the Yearly Rendezvous?

Is It a Wonder That a Recital of Trade Possibilities Is Only a Dream for Some?

Readers of American Nurseryman have just received in THIRTEEN CONVENTION REPORT PAGES the meat of the entire Minneapolis Convention proceedings constituting a working program for every Nursery concern in the country to meet present day conditions.

If your sense of the seriousness of business development and your comprehension of the value of the equivalent of a convention program in every issue demands more in the way of a trade journal than a humorous column, a splash of color or a flash like a billboard announcement, tie up closer than ever to the advantage of a fund of practical trade information that, following a practice of upwards of thirty-five years, is regularly set before readers of

## THE AMERICAN NURSERYMAN

[Chief Exponent of the Nursery Trade]

EDITED BY THE FOUNDER OF NURSERY TRADE JOURNALISM IN AMERICA

Mailing of copies is discontinued immediately upon expiration of subscription

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view.-H. Dumont, Chicago, in Printers' Ink.



### CATALOGS

Are you satisfied with your present catalog? We are producers of We are producers of of the most successful catalogs in the country. Write and get our ideas be-fore placing your order for your next catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company Advertising for Nurserymen

490 Union Bank Bldg. Davenport, Iowa

SPECIALTIES—Small Fruit Plants Grape Vines, Current, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparague.

L. J. Rambo's Wholesale Nursery Bridgman, Michigan

#### **EVERGREENS** LINING-OUT STOCK

Write for list of Bargains and Rarities

KELSEY NURSERY SERVICE 50 Church St., New York City

Established in 1878

#### NURSERY STOCK and CUT FLOWERS

can be tied in bunches quickly and effectively with

#### FELINS BUNCH TYER

Most rapid-most profitable-most upto-date way. Saves work of many hands. Circular and prices on request. Fully guaranteed.

FELINS TYING MACHINE CO. 1196-C 14th St. MILWAUKEE, WIS.

#### FOR TRADE **ADVERTISEMENTS**

#### AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue 15th of Month Issue First Forms: - 23rd each month

First Forms: - 8th each month Last Forms: - 10th each month ast Forms: - 25th each month

CLOSING TIME:

If proofs are wanted, copy should be in hand previous to above dates American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

#### 1930-1931 POLYANTHA ROSES

in assorted colors should be included in all new lists.



Howard Rose Company Hemet, California

#### **Position Wanted**

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serving your copies of the AMERICAN NURSERYMAN? They are of unequaled historic value.

#### NOTICE

To all American Nurserymen and Seedsm desiring to keep in touch with commerc horticulture in England and the Contine of Europe. Your best means of doing this to take in the

#### HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.50 covering cot of postage yearly. As the H. A. is a purely reade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

HORTICULTURAL ADVERTISER, LTD.

HORTICULTURAL ADVERTISER, LTD., Nottingham, England

## AMERICAN NURSERYMAN

Reg. U. S. Pat. Off.]

#### The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter
WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LII

ROCHESTER, N. Y., AUGUST 15, 1930

No. 4

## Pacific Coast Nurserymen Plan Special Drive

#### To Tie Up With National Publicity Campaign Through Group Advertising by Local Nurserymen's Clubs or Through Combined Advertising in Sections

The following is the report of the Pacific Coast Association committee on cooperative advertising, as presented at the San Francisco convention by Chairman M. McDonald:

"Your committee is heartily in favor of tying in with the work of the National Advertising Campaign through the medium of group advertising by local Nurserymen's clubs, or through the combined advertising of Nurserymen in one section or city.

"We feel that in this way much better results may be secured since the group can command sufficient space to incite readers' attention, whereas the individual Nurseryman feels unable in many cases to purchase sufficient space by himself to compete with the many demands made on the attention of the reading and buying public by advertisers of other products.

"Your committee would therefore suggest that members of this association attempt to interest all reputable Nurserymen of their vicinity in advertising programs of this kind. The local newspaper will gladly work out the program if asked, and Mr. Tonneson will be glad to assist in advice regarding work which has already been accomplished.

"We would suggest wherever possible that a series of advertisements be made, in this way following up the work from week to week."

#### Mr. Tonneson's Wide Service

Time and again the Pacific Coast Association of Nurserymen has expressed its great appreciation of the invaluable services of its executive secretary, C. A. Tonneson; and this expression has extended far beyond the circle of membership of the association; for, in serving the membership Mr. Tonneson has advanced the welfare of those in the trade generally.

In his report of the board of trustees, made at the San Francisco convention, Chairman M. McDonald said:

This report would not be complete without special word for the able manner in which our executive secretary, Mr. C. A. Tonneson, has again carried on the work in the forefront for constructive progressive team work. This has been giong on not only for one year, but for the twenty-seven years in which Mr. Tonneson has handled the affairs of the association, giving an outstanding service to the membership that is probably unparalleled in the history of Nursery cooperation.

Mr. Tonneson's model record as a guiding factor in the development of the Pacific Coast Association of the Nurserymen for more than a quarter of a century is but a part of the consistently effective work he

has done for horticulture. His introduction to Nursery practice was at the State Agricultural College, Ames, Ia. He went to the Pacific Coast in 1884 and for a number of years was engaged in the sale of Nursery stock in the State of Washington. For 25 years he was editor of the Northwest Horticulturist in Tacoma, a publication which the editor of American Nurseryman valued highly as a part of his exchange list. He served



C. A. TONNESON, Burton, Wash. Exec. Secy. Pacific Coast Assn. Nurserymen

as secretary of the Washington State Board of Horticulture for five years and with five members of this board was instrumental in laying the foundation which resulted in making Washington the leading commercial apple-growing state in the Union. He is a charter member of the Pacific Coast Association of Nurserymen, served as secretarytreasurer for twenty-seven years and during the past seven years has been executive secretary, with power to call meetings and to organize local groups under the direction of the board of trustees. His annual reports have taken on the nature of addresses which rank with the most important features of the conventions.

Arboretum Extension—Swarthmore, Pa., College has appointed John C. Wister, Germantown, Pa., director of the arboretum, made possible by gifts of \$75,000 within the last year to endow the Arthur Hoyt Scott Foundation. He will have charge of the development of an arboretum which will make use of the entire 237 acres of the campus for growing trees and shrubs from all over the world.

#### To Tell Public Nursery Costs

To explain to the planting public the costs involved in production of Nursery stock, the N. Y. Expt. Station, Geneva, N. Y., will have a special exhibit at the New York State Fair next month.

"What It Takes to Make a Blue Spruce" will be the subject of one part of this exhibit, while another section will show "What it Takes to Make a Pear Tree." As an example of the "overhead" which must be borne by the Nurseryman, it will be shown in the station exhibit that seed gathered in the fall of 1930 will not be ready to market as a five-year-old blue spruce, a standard commodity, until 1939. In other words, seedlings of the Norway spruce must be grown for four years, then grafted to the blue spruce and the grafts grown for five years before the trees are ready to set in the purchaser's yard. Obviously, the price asked must take into account the time and labor involved, say the station specialists.

In the case of a pear tree, it will be shown that seed gathered in the fall of 1930 will be grown as seedling stock in 1931, and in 1932 will be budded to the desired varieties. By 1934, the Nurseryman has a two-year-old tree ready for sale, hence fruit stocks can usually be sold at much lower prices than can many ornamentals.

This exhibit will include also a section showing the rootstocks generally employed by Nurserymen for propagation of cherries, plums, pears, apples, and roses. In all cases, living material will be used, so that the State Fair visitor will be able to obtain a clear idea of each stage in the operation of producing Nursery stocks. One of the station specialists will be on hand to answer questions and explain various Nursery practices.

Under reorganization the Henry Field Seed Co., Shenandoah, Ia., becomes the Henry Field Co. Henry Field, well-known broadcaster at Radio Station KFNF is president; vice-president, W. R. DeField; treas., F. E. Turmicliff; secy., L. L. Hunter. On the executive committee is Frank Field, son of the president.

Announcement is made of the incorporation of Glen Saint Mary Nurseries Company, Glen Saint Mary, Fla., \$30,000; H. E. Cornell, W. S. Hart and H. H. Hume, directors.

J. W. Mills and others have incorporated Mills Nurseries, Willows, Cal., with capital stock of \$200,000.

## Decidedly Practical Methods In Nursery Sales

## Executive Secretary Tonneson Reviews and Emphasizes Direct Needs and Accomplishments—Real Study and Fine Cooperation Bound To Succeed

Report of the Executive Secretary at Pacific Coast Association of Nurserymen

OR the past seven years, special efforts have been made by the Pacific Coast Association of Nurserymen to establish stability and to develop markets, cooperatively, for Nursery products in a manner to afford a satisfactory margin of profit to those engaged in the business and with a high measure of satisfaction to the buying public.

A year ago the prospective indicated a good year ahead. Orderly production had been well observed, but the general depression in financial and industrial conditions prevailing throughout the country has caused delay in making payments for stock which has been carried under an expense account covering from one to three years.

#### Stability Large Factor

It is a fact well to recognize, however, that stability means more than financial strength. It is measured in terms of successful performance attained over a period of years, visualizing and accomplished. The plant of fruit stocks for delivery season 1930-31 is well coordinated in line for such prospective market as possibly may be developed. One of the vital questions before this convention concerns the desirability of continuing a program of orderly production. as to quantity and quality, especially in fruit stock lines, commensurate with requirements of planters, commercial and domestic, and the problem of how best to maintain. Very careful consideration of this project and resulting measures adopted for practice, will effect the interests of fruit stock growers materially, and it appears that either the executive committee or a committee appointed for the purpose should have directing charge of this matter. We need information concerning marketing conditions for canned fruit, for the prospectives of the cannery companies influence planters very largely. Our friends in the statistical departments of the national government, state and educational institutions are making surveys, collecting data on annual fruit crop production and available markets.

Their reports in a measure are helpful, but deductions in some cases not well founded. On request of two of the leading members of this association, early this year, your secretary took a matter of this nature up with the U.S. Department of Agriculture with a resulting promise now on file, for consultation with Nurserymen's organizations before public recommendation is made concerning the planting of fruit trees and requesting the cooperation of our associations to ascertain facts affecting the fruit industry covering a period of years. In connection with the fruit growers, Nurserymen will benefit by cooperating with the canner interests to stabilize the business in canned products, in which effort it is necessary to figure ahead over a period of several years.

#### Ornamental Stock Lines

In the past the proportional value and the attention devoted to ornamental stock lines on the Pacific Coast was about three times as much, comparatively, as with fruit stocks. Orderly production and market development continues to be considered essential funda-

mentals for success, evidenced increasingly so during the past year. Nurserymen realize more than ever that markets for ornamental stocks can only be built up and maintained successfully by persistent continuity of effort with a view of rendering highest possible measure of satisfaction to all interested.

#### Good Growers Growing in Number

Orderly production implies cooperation both for adequate totals, quantities of classes, varieties, and for types which conform to definite standard specifications, commonly termed grades. Improvement is made, during the past year in that direction because practically trained growers are slowly increasing in numbers. Grade terms for ever-

ed, it is necessary also to develop our local markets according to methods which have been demonstrated over a score of years.

In the National Campaign it is sought to sell the urge to plant something while in most localities on the Pacific Coast that stage or development has passed to the point of desiring to know the what and when to plant and where to obtain dependable products at reasonable prices.

#### Country-Wide Consciousness

In Washington, Oregon and some parts of California, garden clubs have been organized by the hundreds during the past five years.

#### Exchanges

Cooperative producing and selling organizations are on the increase commonly

#### Merchandising Ideas for Nurserymen

Right now is the time to STUDY practical suggestions for selling your product. Competition is keen both in and out of the trade. The columns of the "American Nurseryman" bristle with MERCHANDISING IDEAS. Especially is this true of the last two issues in which nationally known experts concentrated their attention on your business and for hours closely held the attention of more than three hundred representative men in the trade while they prescribed the remedy for sales resistance.

Is this kind of material of interest also to you?

greens and shrubs to be practically observed, in widely covered territory, appears somewhat difficult to establish because growing conditions and treatment preparatory for shipment differ according to soil and temperature conditions. In addition to specifications for grade standards adopted it may become necessary to indicate the locality where stock for shipment is grown, to understand treatment considered necessary for a finished product. For instance in the north, requirements considered necessary may be bare roots or properly balled and burlapped, while in the south the condition for ready shipment is indicated by size of container and how established for continuous growth. In any case it is positively necessary, for the coming year to become more practical in grade standardization to avoid losses and afford a higher measure of satisfaction in dealing with fellow Nursery men and the general public, according to observation made in field survey the past year.

#### Publicity Campaigns for Market Development

Increased attention has been given to advertising campaigns during the past year, national, local, cooperative and individual. In 1927 at our convention, Portland, when requested to cooperate with the American Association in a general advertising campaign, this association took favorable action, interpreting the term "cooperation" to mean that both associations as organized bodies would devise plans to embody some important essentials applicable to both local and national, for desired success to members in both organizations.

The Pacific Coast Association, as a body, recognizes the power in a national campaign while a considerable number of our members realize, and more so the past year, that to avail more fully of the power so generat-

known as "exchanges." The past year the Northwest Nursery Exchange was organized at Seattle. The Puget Sound Bulb Exchange organized at Sumner. Wash., is developing very successfully. These organizations comprise a number of growers whose plants are not sufficient, individually, to employ salesmen in the trade circle markets. The principles embodied are centralized control for adherence to definite standards in production and delivery of crops as determined under contract, provision for compelling adherence to definite quality standards and for necessary salesmen to be employed. Officials are elected to carry on the business according to specified methods and definite range for expenses incurred and provision for proportional distribution of net proceeds based on the ratio of varieties. quantities and qualities delivered.

#### How They Function

These cooperative organizations are established on the same underlying principles as the Washington Cooperative Egg and Poultry Association which has built up a very large and successful business for its members during the past five years.

Under careful management these exchanges will render a valuable service in cooperation with the larger firms which have developed satisfactory marketing connections to stabilize the Nursery business.

In the last 10 years 424,574 patents have been granted, more than the total of the 100 years following Washington's inauguration in 1789.

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of the view.—H. Dumont, Chicago, III., in Printer's Ink.

## To Have More Active Months of Distribution

Another Big Feature of Effective Merchandising—Vital Factor in This Program Is
Adequate Storage of Plant Materials—American Association with Government
Chairman F. A. Wiggins' Report in Minneapolis Convention on Recent Progress

Reference has been made [A. N. Aug. 1, p. 52] to the report on Nursery storage investigations by the A. A. N. committee on the subject of which F. A. Wiggins, Toppenish, Wash., is chairman. Herewith is Mr. Wiggin's report in full:

N behalf of the Committee on Storage investigations which was appointed some six years ago, and which included representative Nurserymen from all sections of the country interested in the production, storage and distribution of plant materials of all the leading classes, I am pleased to report as follows:



F. A. WIGGINS, Toppenish, Wash. Chairman A. A. N. Committee on Plant Storage

Our preliminary check-up among the Nurserymen of the country early revealed the fact that while there had been individual efforts made by many of the larger producers and distributors to develop improved methods of storing and handling our varied products, there was no standard of practice which could be considered at all entirely satisfactory or to any great extent applicable to the varied conditions met with in different portions of our country.

We immediately took up the matter with the department at Washington, and found Dr. Taylor, Dr. Corbett, and others there greatly interested and anxious and willing to place the facilities of the department behind a comprehensive series of investigations which would do for plant life what the department had been able to do for the producers of food materials, including fruit, vegetables, truck crops of all kinds, nuts, dairy products, etc. Lack of facilities, of course, was the one outstanding problem to overcome. An appropriation sufficient to start the work, therefore, became the first object of the committee. For the past six years, therefore, all efforts have been bent to this end.

We are more than pleased to say that during this period we received the heartiest cooperation from the departments at Washington, and from various members of our state delegations in Congress whom the members of our committee were able to interest in

this important matter. As is usual, it took time to get our project even properly introduced to the "powers that be," and finally in 1927 we were able to get an item before the director of the budget only to have it eliminated. However, we were, so to speak, "on record." Again we got the item inserted, this time by argument and testimony before the sub-committee of the House on agricultural appropriations of which L. J. Dickinson, of Iowa, was chairman. Again we failed to make the item stick, although the various members of the House committee, including the chairman, frankly admitted we had made a good case.

#### A \$5,000 Appropriation

Finally, a year later, namely, in July, 1929, we made a strong appeal for a \$20,000 item to include Nursery stock investigations and the storage and handling of Nursery stock. As in previous efforts, we enlisted the aid of not only the members of the committee, but representative Nurserymen from the states whose congressmen happened to be on the committee above mentioned. Strong arguments in support of the need of this work were sent to the committee members and the final result of the six years of effort in which we had the finest cooperation from all parties concerned, enables us to announce that through the efforts of your committee so splendidly assisted by the department at Washington, there is now available to the United States Department of Agriculture, beginning July 1st, of this year (1930), \$10,000 for Nursery stock Investigations, in addition to their present funds.

Of this \$10,000, \$5,000 will be devoted to investigations of problems related to the storage and handling of Nursery stock, including fruit tree seedlings, fruit trees themselves, rose stocks, and ornamentals. This amount of money, while not a great sum, will make a very excellent beginning for the solution of many of these problems which are important to all of us.

#### **Federal Government Cooperation**

In addition to Mr. Scott, Mr. Yerkes and Mr. Swingle, the Nursery stock project of the United States Department of Agriculture has also secured the services of F. E. Gardner, who will be stationed at the University of Maryland, at College Park, Md., where there are excellent laboratory facilities in addition to suitable land which will be available for these investigations. Through this arrangement, the U. S. Department of Agriculture expects to do careful work on the problems involved in storage and handling of Nursery stock.

They expect to find out what takes place within the plant under various conditions of storage and handling, to give us a better knowledge on which to base our own storage operations.

These internal conditions, chemical and physiological, will be correlated with the performance of the plants in the field. Very little is known at present regarding the optimum conditions for storage. Such things as the proper time of digging, the effect of exposure of the roots from digging time un-



DR. EUGENE C. AUCHTER, U. S. D. A.

til storage, effect of water loss, the proper temperature and humidity during storage, are some of the factors these men will investigate.

I must pay tribute to Congressman John W. Summers, of the State of Washington, one of the leading members of the House committee above mentioned, for his constant and untiring zeal in our behalf, and without whose close attention to our problem, we would not yet have secured this appropriation.

While the sum appropriated may seem small, it does, of course, mark the beginning of our project and it is now our pleasant task to continue to work with the department and the congressional committee, to see that we get a steadily increasing sun from year to year so that the work may be carried on as rapidly as experience and facilities can make it possible. All Nurserymen agree that one of the most needful things we must consider is how to extend our selling and planting season, so that we have more active months of distribution with the consequent added business and profit, and the far better service we may render our customers by being able to handle all classes of Nursery stock intelligently and satisfactorily over a longer period.

Dr. E. C. Auchter, who succeeded Dr. Corbett, in the enlarged activities of the department at Washington, which concern Nurserymen as related to all phases of Nursery stock investigations, etc., has a broad vision of the needs along this line, and will bend every effort to the successful carrying out of the intent of these appropriations.

The shipping from Seattle in carload lots of ornamental evergreens grown in the Puget Sound district is emphasizing the important position this city holds as a producer of Nursery stock, says the Seattle Times. With practically an all-year-round growing season, Seattle has every opportunity and advantage in its favor for the development of a huge horticultural industry, particularly the growing of ornamental or landscaping evergreens on a large scale, according to Malmo & Co., which reports a steady increase over the preceding year's sales.

## AMERICAN NURSERYMAN

American Nursery Trade Bulletin



#### CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

dustry. Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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Advertisements should reach this office by
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If proof of advertisement is desired, time
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ROCHESTER, N. Y., AUGUST 15, 1930

#### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Oleott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."-John Watson.

#### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

#### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

#### BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes—cut rates, "clubbing," premiums and deferred payments never being employed.

#### The Mirror of the Trade

#### TEMPORARY VS. PERMANENT SURPLUS

Reduction of acreage of food crops through processes of Nature—drought, etc., serves to offset in great measure at times the disadvantages of man's over production. When to this fact is added the plans of government agencies designedly to reduce acreage the situation gives pause to think whether it may be advisable in all cultural undertakings so to control production as to result in a temporary surplus or a temporary shortage, if any, rather than what amounts to a permanent surplus becoming unmanageable.

This thought is worthy of special consideration along with the highly commendable plan of creating a wider market theoretically to absorb any degree of production. In any observation on this whole subject, of course, back we must go every time to the inexorable law of supply and demand.

#### COLLECTIONS SLOW?

In most lines of trade collections are reported as very slow. Nurserymen are reporting that this trade is no exception.

These conditions suggest the deferred payment plan where applicable; at least the substitution of the discounting of bills every 30 days instead of the antiquated six months' credit business.

At the Minneapolis convention F. J. Nichols, merchandising experts, Dayton, O., declared: "You can make as much on the financing installment plan as on the Nursery business itself. In my opinion, too, you have got to get away from this six months' credit business and discount your bills monthly."

#### **Bailey on Plant Patents**

Secretary R. S. Mackintosh, of the Minnesota Horticultural Society, whose reminiscences of 1891 convention of the A. A. N. in Minneapolis were published at page 260 of the June 15 issue of the American Nurseryman, has turned up in the proceedings of the Association for 1890 a report by Prof. L. H. Bailey on the subject of plant patents which was one of many discussions of the subject by Nurserymen. The report considered the frequently advanced position which so long delayed consummation of the desired end:

The proposed legislation to protect plantsmen and growers possesses the fault of all attempts yet made to secure protection for the originator—the absolute impossibility of determining what a variety is and if it is entitled to be styled a novelty. There are hundreds of varieties now upon the market upon which no body of judges, even if expert horticulturists, could agree as to their distinctness from older sorts. A character which is regarded as worthy varietal recognition by one man is disregarded by another. In one soil, or under one treatment, a plant may be very different from one of the same stock grown under other conditions. A machine is the same in Maine and California, while a variety may be different on adjacent farms.

Senator Waterman Thanked—In special appreciation of aid in procuring the passage of the Plant Patent Bill in Congress the American Association of Nurserymen has thanked U. S. Senator Charles W. Waterman, Denver, Colo., in addition to the senators and representatives named in the report of the resolutions committee of the association [A. N. Aug. 1, p. 60].

#### THE LITTLE YELLOW BOOK

In his inspiring address which held the attention of Nurserymen at the Minneapolis convention so closely that they leaned forward motionless on the edges of their chairs, E. St. Elmo Lewis of Detroit, noted publicity and merchandising expert, whose indorsement of the Nurserymen's National Publicity Campaign

I'll say there is not an association in the United States that has made such a showing as this, even though they may have spent six to eight times as much is by far strongest and most important by reason of the prominence of the speaker, held up the "little yellow book" entitled "The Campaign in a Nutshell" and said:

Here is a little book that all of you should read and re-read. It summarizes your association's effort and answers effectively practically every inquiry that could be made.

This 12-page 4 x 7 brochure in the most striking of color combinations—yellow, black and red—might well bear the sub-title: THE CAMPAIGN FUND SUBSCRIBER'S MANUAL.

Have you read it?

#### Why Not American Elm?

Editor American Nurseryman:

On page 34 of your issue of July 15, 1930 we note what is written by Mr. Merscheid concerning the Chinese elm putting the American elm out of business. We cannot pass up this opportunity to tell you our views on this matter.

From the earliest times in the history of our country the American elm tree has been very closely associated with growth and development of our people. In many cities and villages we have historic old American elms which are associated with the lives of our people from the earliest times. Many of these grand old trees are still standing as a reminder to our children of the privations and hardships of our forefathers who planted these trees. They are revered today by the nature-loving Americans whose ancestors loved and cared for the American White elm.

For many generations the American elms have been the most popular street and lawn tree in this country and today almost 90 per cent of the calls for shade and lawn trees which this Nursery receives are for the American elm tree. Furthermore, there are hundreds of cities and towns which have passed ordinances specifying American elms as the only tree which is allowed to be planted in parkways and on the city streets.

So deeply is the American elm revered by the people of America that it seems impossible to us that an imported tree, such as the Chinese elm, will ever grow in favor to the extent that it will "put the American elm out of business." This is far-fetched to say the least, and we must say that any tree which is so deeply imbedded in the affections of the American people as is the American elm will, in our estimation, continue to serve as the good old "standby" of those who love shade and lawn trees, as long as this country shall exist.

PFUND-BELL NURSERY COMPANY Elmhurst, Ill. B. W. Bell

Pennsylvania Nurserymen's Summer Meeting scheduled for August 27 at the DeKalb Nurseries of Adolph Muller, Norristown, Pa.



#### THE ROUND TABLE

Comment and Suggestion By Readers For the PROGRESS OF THE INDUSTRY



#### Essay on Practical Economy

An outstanding figure at the Minneapolis convention of the A. A. N. was Roy D. Underwood, significant representative of the management of the Jewell Nursery Co., Lake City, Minn. Tireless in his activities in behalf of the visitors and the success of the convention generally, he was easily the most picturesque personage present. Some may have thought that his notable disregard of present-day fashion in the wearing of men's faces accounted for his popularity; but the many who know him well would say that his seemingly inexhaustible fund of ideas and his penchant for originality, as expressed on many occasions and notably in his company's lively and widely read News-Real, give him prominence anywhere and especially in Nursery Trade circles.

Mr. Underwood did not need a badge. Early arrivals asking to have pointed out to them the man they had heard much about were told to look out upon the hotel lobby and discern almost at first glance a growth of black whiskers weaving rapidly through groups of standing or sitting figures. After the first day no one needed finding information. The genial personality of Mr. Underwood courted all manner of humorous comment upon the unconventionality of the adornment which is so becoming as to lead to the belief that his friends may never see his face again.

It is not often that the social and business features of a Nursery Trade convention are so dominated by a single personage and it is on this account and to inform any who may not have learned the reason for the apparition that we append Mr. Underwood's own explanation given in a recent issue of the News-Real, as opportune in these times of tendency to economize:

#### WHISKERS AND ECONOMY

News-Real readers won't give a whang— and it's nobody's business anyhow—but the fact is that the editor of this synthetic dope sheet wears whiskers. Which proves only sneet wears whiskers. Which proves only one thing, to-wit; that he is immune to razberry juice and mosaic. As compared to the luxuriant shrubberries exhibited in old photographs of the Civil War era, the editor's exhibit tor's exhibit aint anything to brag about, extor's exhibit aint anything to brag about, except as to variegation, which is a desideratum, of course, in every tree grower's complex. In the language of the botanist and plant breeder, the editor's whiskers "ocurred." There was no preconceived landscape plan about it. The occurence was some time ago, and wholly unpremeditated. Only in the interests of general economy among Nurserymen does he venture to re-late so intimate and trivial a matter in these columns, devoted as they are, to matters of serious import.

#### Outside Dry, Inside Parched

On a Sunday morning, in the usual preparation for going to Church, his face had re-ceived its weekly wash, was well lathered and the old "straight-edge" honed and and the old stropped. (He and the old "straight-edge" noned and stropped. (He never did learn how to use any kind of a safety razor without blood-shed and muttered invective—which will be conceded as no proper way to prepare for a bious pilgrimage to the portals of peace and bious pilgrimage to the portals of peace and good will.) At this point came a long distance call, poor connection with interminable "hellos" from which the final syllable finally dropped—as the lather dried. By the time the benighted heathen at the other end of the line hung up, the froth on the outside of his face was dry, and on the luside, parched. Also the bells in the spires were ringing, and the children with their dear, smooth, fresh faces waiting in the car. Nothing to do but wash out the stubble again, put on a collar and beat it.

His Son's Own Little Brother

On the way his thoughts w re—not of salvation—but of statistical calculation, the calculation was at the rate of forty-five miles an hour, but a recheck after dinner proved it to be correct. Counting his own time at the same rate per hour as that of the barber —which we realize many of our readers will regard as not at all conservative: 'counting regard as not at all conservative; counting thirty-five years of unremitting effort to preserve a baby face and fool folks into believing he was his son's own little brother; counting 208 shaves per year—which aint high enough, as that is only four per week, and does not include holidays, labor day and



R. D. UNDERWOOD, Lake City, Minn. Essayist, Economist, Enthusiast

special occasions, such as birthdays, dings and funerals; the barefaced facts of the whole bloody business came to this: 7280 shaves, at two bits, was \$1820 for the smear. Add compounded interest, working tools, soap, creams, powder, stypworking tools, soap, creams, powder, styp-tics, loss of blood, loss of temper, recovery of temper and incidentals—well, he could only carry the computation part way, got mixed up in five figures and gave it up.

#### No More Fighting Facial Flora

In the interests of economy, sanity and the high cost of goofer feathers he wishes a capable commission could be appointed by the Federal Department of Horticulture to bring all the facts to an understandable conclusion. For a comprehensive survey of the matter that body should include one bar-ber, and another butcher, one entomologist, one soil and fertilizer expert, and an undertaker. Their findings, we are positive, would prove to any Nurseryman, florist or seedsman that this fighting the facial flora is a wasteful and profitless job.

#### The Season's Business

Editor American Nurseryman:

This season, we think, has been a rather disastrous one for most Nurserymen owing to reduced demand, cheaper prices and exceedingly dry weather since planting. A few of the Nurseries, especially the perennial Nurseries, owing to the "rock garden craze" have done well. Other Nurseries and dealers report all the way from 25% to 100%, of the normal business.

THE COLE NURSERY CO. W. B. Cole

#### Dixie M. Bragg

Dixie M. Bragg, aged 33, a director in the Cumberland Valley Nursery Co., McMinnville, Tenn., died last month. He was a brother of the president of the company, J. R. Bragg. With his father and brothers the deceased formed the well-known Nursery company of middle Tennessee.

#### SOUTHERN NURSERYMEN'S ASSOCIATION

W. C. Daniels, Pomona, N. C., Secy.

Annual convention of the Southern Nurserymen's Association will be held Sept. 10-11 at Nansemond Hotel, Ocean View, Norfolk, Va., a delightful location declared by L. M. (Parsons) Jones to be the best the association has ever had. "It has taken friend Jones about ten years to get the association in Norfolk," says Secretary W. C. Daniels. "He has all that time been making preparations for the day that was bound to come. He says nothing will be lacking."

Ocean View is Norfolk's popular bathing, fishing and amusement resort. The hotel fronts 200 feet on Chesapeake Bay is Spanish in construction style, luxurious in appointment, modern in every detail. Nearby are Jamestown, Yorktown, Williamsburg, Cape Henry, the Naval Operating Base.

A big attendance is the aim of the association. This surely ought to result. The finest kind of a time is assured in the names of the officers and committees. Assisting Chairman Jones on the arrangements committee are T. A. Mitchell, Oyster Point, Va. (which sounds good) and J. L. Legendre, Hampton, Va. Exhibits are intended to be a prime feature. An excellent place for them has been prepared. R. M. Johnson is chairman of the committee, assisted by Wirt L. Winn and D. E. Hopkins, all of Norfolk. Am. Ry. Express to the hotel.

Morey Park Nurseries, G. F. Humphrey, Albany, N. Y., have been incorporated \$5,000.

Cutler & Downing Co., 25 years at Benton Harbor, Mich., asks whether you know that the location is the center of the largest small-fruit producing section in the country.

Annual field day of the Nebraska Nur-serymen's Association will be at Marshalls Nurseries, Arlington, Sept. 9. ERNEST HERMINGHAUS, Secy.

Secretary W. R. Martin announces that the summer meeting of the Association of Kansas Nurserymen will meet in Manhattan, probably on Sept. 20.

Preliminary discussion of plans for the 1931 convention is already under way by B. J Manahan, whose location at Romeo close to Detroit, the convention city; the Ilgenfritz Brothers and the Greening Com-pany in Monroe; C. A. Krill, Kalamazoo, and

#### Official Journal Designation

The American Nurseryman is the Official Journal of the Pacific Coast Association of Nurserymen for the territory east of the Rocky Mountains; the Western Florist, Nurseryman and Seedsman for the territory west of the Rockies.

#### Specialists

ONE AND TWO YEAR APPLE ONE YEAR AND

JUNE BUDDED PEACH

Attractive prices—excellent stock guaranteed. All standard varieties warranted true to name. It will pay you to figure with us on requirements. WRITE

Cumberland Valley Nursery Co.

## Trade Activities In Annual and Summer Events

#### SOUTHWESTERN NURSERYMEN'S ASSOCIATION

Mrs. Thos. B. Foster, Denton, Tex., Sec.

The convention of this association will be held at the Baker Hotel, Dallas, Tex., Sept. 3-4, 1930. The program committee with E. L. Baker of Ft. Worth, chairman, T. B. Foster and W. B. Munson, Denison, as members, has submitted a tentative program. A new feature this year will be a registration fee of \$2 to take care of the banquet and other social features. Otto Lang, Dallas, is head of the local arrangements committee and to put Mr. Lang in charge means a big convention. We expect about 75 or 100 in attendance and with a membership of only about 110 that sounds good. Dues are being paid well in advance with every prospect of that good attendance. The program:

Wednesday, Sept. 3, 9:30 A. M.

Invocation—Local pastor.
Address of Welcome—Mayor of Dallas or Pres. C. of C.

Response--Jim Parker, Tecumseh, Okla. Announcements

President's Address - Eugene Howard,

Recent Progress of Root Rot; Research of the Texas Agricultural Experiment Station—Dr. J. J. Taubenhaus, W. N. Eyekeil.
Pecan Varieties for Texas and Oklahoma
—Ross R. Wolfe, Stephenville, Tex.

Wednesday, 2:30 P. M.
Perennials for the Southwest—Thomas B.
Foster, Denton, Tex.

Texas Nursery Laws and Benefits to Be Derived from a New Law—J. S. Woodard, Chief Nursery Inspector.

Credits and Responsibilities—E. C. Trauer-nicht, Ft. Worth, Tex. Garden Clubs of Texas—Mrs. J. J. Price,

Dallas, Tex.

Banquet. Thursday, 9:30 A. M. Drive through the city parks.

Thursday, 1:30 P. M.
Propagation of Evergreens—E. S. Worthen, Oklahoma City, Okla.
Report of National Convention—George
Verhalen, Scottsville, Tex.
Reports of Committees.
Election of officers.

Selection of meeting place for 1931. Un-tished business. New business. Anfinished business. nouncements.

There will be a theatre party and perhaps a luncheon, compliments of local Nursery-men. A new feature will be a report of the historian, who is also secretary

LELA W. FOSTER, Secy.

#### PACIFIC COAST ASSOCIATION NURSERYMEN

C. A. Tonneson, Burton, Wash., Secy.

In Praise of a President

"The wisdom of the Walla Walla convention in selecting a young man to fill the president's chair this past year, is well exemplified in the strong progressive and active work done by our president, George C. Roeding, Jr., resulting in the splendid convention now being held here in San Francisco. The time has come when the young cisco. The time has come when the young men of this association more and more assume the responsibilities of the work of the association."—M. McDonald in report of Pacific Coast Association of Nurserymen.

If you find business slow you will doubtless have time to turn to page 28 of the July 15 issue of American Nurseryman and re-read some very practical suggestions for being ready when business becomes so brisk you will not have time so well to plan.

#### COMING EVENTS

Aug. 19-Ohio Nurserymen's Ass'n. State Experiment Station, Wooster.

Aug. 20-Eastern Nurserymen's Ass'n., at Towson Nurseries, Towson, Md.

Aug. 27—Pennsylvania Nurserymen S ss'n., DeKalb Nurseries, Adolph Muller, Norristown, Pa.

Aug. 27-28-Okla. Nurserymen's Ass'n... Muskogee.

Aug. 28-N. Y. Nurserymen's Ass'n., Cobourg. Ont., Canada.

Sept. 1930-Arkansas Nurserymen's Ass'n., Favetteville.

Sept. 3-4 - Southwestern Nurserymen's Ass'n., at Baker Hotel, Dallas, Tex

Sept. 9-Nebraska Nurserymen's Ass'n., at Marshalls Nurseries, Arlington. Sept. 9-14-Atlantic City Flower and Gar-

den Pageant at Atlantic City Auditorium. Sept. 10-11-Southern Nurserymen's Ass'n.,

Norfolk, Va.

Sept. 11-American Rose Society at Atlantic City.

Sept. 20-Kansas Nurserymen's at Kansas Evergreen Nurseries, Manhattan. Sept. 26-28 - California Nurserymen's Ass'n., Fresno.

#### **NEW YORK NURSERYMEN'S** ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

And again! Cobourg, Ontario, Canada, via steamship from Rochester, N. Y.

Summer outing of the New York State Nurserymen's Association, August 28; at 8 a. m. standard time from the Buffalo, Rochester & Pittsburgh R. R. Station, West Main St., Rochester; and at 8:30 a. m. standard time from the B. R. & P. steamship dock, Genesee River. Parking space available.

One of the most popular of the summer outings of the state district associations is that of the New York Association which provides a delightful trip across Lake Ontario and back on an August day, with ample time for a ramble in a Canadian port or an outdoor game or two under a neighboring flag.

The round trip occupies about ten hours, eight of which are spent on Lake Ontario, where the members have a rare opportunity to mingle and get acquainted. Arrangements have been made, as heretofore, for an ample supply of food, etc. The tickets are \$5 each, which includes everything. Members are privileged to invite their friends and should also bring their superintendents and foremen.

For further information address C. J. Maloy, Secretary, 209 Linden St., Rochester, N. Y., or ticket committee: E. Horton Bowden, Geneva, T. S. Knight, Newark, C. W. McNair, Dansville, Don Brown, Phil Farber, P. I. Allen, Rochester.

For Shelter Belts-Montana State University Forest School Nursery this season shipped 500,000 trees to planters. Prof. Dorr Skeels says: "Farmers wanting trees next spring should summer fallow. Orders should be placed either through the county extension agent or through the extension service at Bozeman. The Nursery is being enlarged for next season.

#### EASTERN NURSERYMEN'S ASSOCIATION

H. L. Haupt, Hatboro, Pa., Secy.

Eastern Nurserymen's Association's summer outing will be Aug. 20 at Towson Nurseries, Towson, Md., on York Road, north of Baltimore, 100 miles from Philadelphia. Tour of the Towson and Kenilworth Nurseries will start at 9 a. m. from Towson Nurseries. The usual E. N. A. Dutch treat will be observed at 1 p. m. Mr. Price of Towson Nurseries is an ardent trap shooter and if enough of the members report that they will bring their guns, he will have the traps set up for a match after the meeting. tary H. Lloyd Haupt announces:

How To Go-Two main roads lead from Philadelphia to Baltimore, one through Chester and Wilmington, the other the Balti-more Pike, U. S. 1, direct from Philadelphia Baltimore, passing the big Conowingo wer dam. Through Wilmington there is power dam. Through Wilmington there is a fine concrete road quite level which goes through Elkton. Coming into Baltimore on Belle Air Pike you turn right three miles south of Kingsville on to Joppa Road. There will be a Towson sign at this corner. From Baltimore Pike, turn right at Bradshaw and go right through on Sunshine Avenue. There will be a Towson sign at this corner also. Those not wanting to go through Philadelphia can go direct through New Jersey and

phia can go direct through New Jersey and the Pennsburg Ferry to Wilmington, Del. Nurserymen from New England and Long Island who do not want to take their cars can take the train to Philadelphia, Wilmington or Baltimore

If notified before 4 p. m. of the 19th, President Humphreys can arrange to have picked up those who come to Philadelphia. If you go to the Hotel Du Pont at Wilmington, there will be plenty of transportation on the morning of Aug. 20.

#### OKLAHOMA NURSERYMEN'S ASSOCIATION

Mra W. E. Rey, Oklahoma City, Secy.

The Oklahoma Nurserymen's Association will hold its summer meeting in Muskogee Aug. 27-28. A program of entertainment has been arranged, with plenty of eats. Head quarters will be at the Hotel Severs, and a special feature will be a tour of Muskogee's Park System, which is by far the most beautiful in the state, a visit to the Buell "Japanese Garden" where refreshments will be served, and a visit to the Sneed Nursery and local greenhouses. Firms wishing to display products may assemble them in the packing house of the Sneed Nursery or the Severs Hotel.

A morning session will be held in Muskogee. The afternoon of the second day will be given over to a visit to the Stigler Nurseries. A cordial invitation is extended to out-of-state Nurserymen and florists to come to Muskogee before going to the Southwestern Convention in Dallas on September

J. FRANK SNEED, President

Sixth National Shade Tree Conference In Cleveland, Public Auditorium, Aug. 27-29, Hotel Cleveland headquarters. Charles F. Irish, chairman committee on arrangements. Program includes discussion of care of shade trees, pruning, treatment of diseases, fertilizing, tree moving, entomological problems. Dutch elm disease, callus healing, varieties and landscape value of trees. Dates in convention: Cleveland Gladiolus Show, Aug. 28-30; Flower Pageant, Aug. 30; International Balloon Races, Aug. 31-Sept. 1.

#### AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

Following are the members of the board of directors of the market development and publicity committee of the A. A. N., having direct supervision of the Nurserymen's Publicity Campaign:

Chairman, E. C. Hilborn, Valley City, N. D.; William Flemer, Jr., Springfield, N. J.; Paul V. Fortmiller, Newark, N. Y.; R. F. Greene, Norwood, N. J.; W. W. Hillenmeyer, Lexington, Ky.; George C. Roeding, Jr., Niles, Cal.; Clarence Siebenthaler, Dayton, O.: Paul C. Stark, Louisiana, Mo.: D. E. Williams, Newark, N. Y., and Donald D. Wyman, North Abington, Mass.

By a rising vote the A. A. N. adopted this expression by the resolutions committee of the efforts of all concerned in making the Minneapolis convention a marked success.

"It is useless for your committee to attempt to say much about the entertainment we have all enjoyed during our stay here, a most enjoyable week for all of us. That the arrangements have been complete goes without saying by any one in attendance. It is not the intention of the committee to pre-sent a formal resolution of thanks to the people who are responsible for and in charge of the arrangements. The thanks we feel are far from formal.

"We do wish, however, to move a rising

#### WE OFFER IN CAR LOTS OR LESS

CALIFORNIA PRIVET, 2 and 3 year

SHRUBBERY, excellent assortment, popular varieties in grades 1½ to 6 feet.

PERENNIALS, large assortment, including English Delphiniums.

EVERGREENS, long list of varieties suitable for landscape work, also in lining-out stock, large supply of Thuya Pyramidalis, etc.

Lombardy Poplars, Oriental Planes, American Elm, Chinese Elm, White Ash, European White Birch, Euro-pean Mountain Ash, Norway Maple, in grades.

GRAPES, two and three year.

Let us price your wants on any of

Write for our new Wholesale Complete Trade Bulletin No. 1.

#### THE Westminster Nursery WESTMINSTER, MD.

#### TREE SEEDS

Send for entalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.

Perennial and Alpine Plants A list for Landscape Architects, Nurserymen and Gardeners.

WESTCROFT GARDENS GROSSE ILE,

vote of thanks to the people who are responsible for the very enjoyable convention we are just closing: to the management of the Nicollet Hotel for the excellent way in which they have taken care of the Associa-tion and its members; to the Minnesota Civic and Commerce Association for the assistance given to the secretary's office; to the local forestry associations and other allied industries which have so thoughtfully and graciously furnished cars for the various trips and assisted the local committees in so many ways; to the University boys through whose cooperation it was made possible for all who wished to do so to visit the Minnesota University Fruit Breeding Farm; to the sheriff of Hennepin County and the police departments of Minneapolis and St. Paul for the escort and courtesies shown on the trips; and last, but not least, to the local arrangements committee of our own associa-tion and the Northern Nurserymen's Asso-ciation, particularly to those men here in Minneapolis and the nearby Nurserymen of the surrounding states who perfected the details for this convention. It is to be regretted that we do not have time here to gretted that we do not have time here to mention all of the men who have been active in these arrangements. So far as we could see every Nurseryman within a hundred miles of Minneapolis had his fingers in the pie, but we wish particularly to mention in this regard M. R. Cashman, who has been the chairman of the committee on arrangements, that is, the general committee, C. N. Ruedlinger, in charge of the local arrangements, and R. D. Underwood; also Mrs. M. R. Cashman, in charge of the committee of the Ladies' Auxiliary, which has taken care of the special arrangements for the ladies."

Subscribers to the National Publicity Campaign fund last month received from the educational director the following outline which reviewed convention announcements: "I have just returned from one of the most successful conventions the A. A. N. has ever held. I am sure you will be interested to know that the opinion expressed everywhere was that the Nursery indutsry was faring

better than most, and everyone gave the Campaign due credit. "Here are briefly some of the accomplishments mentioned at the convention:

616 Yard and Garden Contests held this spring in cities and on farms—an increase of 62% over contests held last year.

Newspapers carrying Yard and Garden and Press Sheet material had a circulation of 19.892.823.

Space devoted to publicity would have cost seven hundred twenty-two thousand dollars if it could have been purchased.

Prizes totaling over \$125,000 have been given in merchandise or cash by indi-vidual Yard and Garden Contests to further the planting of trees, shrubs and flowers.

Over 357,000 booklets have been sent out in response to inquiries and distributed through Nurserymen. 217,528 have ed through Nurserymen. 217,528 have been sent out as a result of individual requests from advertisements

"And these are just the high spots. I am enclosing a booklet which is just out and answers all questions about the Campaign. Read it and have the facts." C. E. CARY

#### E. P. BERNARDIN

#### Parsons Wholesale Nurseries PARSONS, KANSAS

Established 1870

#### Specialties

Amoor River North Privet, 2 yr., 2-3 and 3-4 ft., well branched. Bungei Catalpa, 41-8 ft. stems. Lombardy Poplar, 5-6 to 10-12 ft. Thurlow Willow, 5-6 to 10-12 ft. Lonicera Bella Albida, 2-3 to 5-6ft. Deutzia Pride, 2-3 to 5-6 ft. Forsythia Asst., 2-3 to 4-5 ft.. Tamarix Asst., 2-3 to 5-6 ft. Purple Wisteria, 2 & 3 yrs.

**EVERGREENS—Biotas and Jun**ipers, in good supply.

Early Harvest B. B. root grown plants.

Long list of Ornamentals in generous supply.

Say you saw it in "American Nurseryman"

#### PRIVET and BERBERIS Splendid Stock

Write for Special Quotations. LESTER C. LOVETT

Milford

Delaware

#### A Nurseryman writes



"Your course pulled me out of the rut to financial success. It has put me in position to associate and do business with the best people. It has been worth many times its cost. I can trutfully recommend your school to any one who wants to take up landscaps gardening."

(Signed) WM. KRAFT

You, Too, Can Easily **BECOME A** LANDSCAPE ARCHITECT

AT HOME BY MAIL There is no better or quicker way for a Nur-ryman to increase his profits than by becom-g a Landscape Architect. Our home study urse is very easily mastered by men with reery experience and without interfering with seent work.

OPPORTUNITIES ARE UNLIMITED
You'll find success, prosperity and happiness
in this uncrowded profession, and it will greatly
increase the earnings of your nursery business.

SEND FOR FREE BOOKLET
gives complete details regarding our course
tells you how you may get started in this
itable field. Write us today.

AMERICAN LANDSCAPE SCHOOL 10 Plymouth Bldg. Des Moines, Iowa

WANTED
We are short on the following:
Strawberry, Rapberry, Grape,
Plants, Roses and all Perennial Plants; Evergreens, Shade Trees, Flowering Peach and
Cherry Tres; Shrubs of all kinds; Fruit Trees.
The exceedingly dry weather ruined our growing
stock. Send us wholesale catalog and price list.
UNITED STATES NURSERIES
Wholesale and Retail.
Linwood Station,
Detroit, Mich.

#### American Bulb Company

Importers and Grewers of Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Sphagnum Moss. Send For Free Catalogue.

182 N. Wabash Ave., Chicago, Ill.

AMERICAN NURSERYMAN Chief Exponent of the Nursery Trade

LESS THAN FIVE CENTS A WEEK-Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under yearly term, \$1.25.

## With Uncanny Accuracy H. B. Chase Foresees

Gradual Business in Next Few Years-Credits Will Tighten, Production Costs Increase—New Outlets Must Be Sought—At Alabama Meeting

Alahama State Nurserymen's Association held its sixth annual convention at the Thomas Jefferson hotel in Birmingham Aug. While the attendance was small the meeting was enthusiastic and judged by the mass of business transacted was wholly a success.

President J. Lloyd Abbot presided. Tom Dodd, Semmes, pronounced the invocation. Address of welcome was by Hon. J. M. Jones, President of the Birmingham City Commission. John Fraser, Jr., Huntsville, responded. The report of Secretary-Treasurer H. A. Pauly showed finances in excellent shape and much progress made in the various activities of the association. President Abbot discussed pecan growing, mainly from a standpoint of marketing of the product and other business aspects of the industry, touching briefly on some of the chief points of production.

H. B. Chase, Chase Nursery Co., Chase, under his topic "Just Around the Corner," discussed business conditions and prospects comparing conditions with those of 1922. He referred to an address he made at the Detroit meeting of the A. A. N. in 1922, finding a closely parallel aspect. In that talk he had predicted a general trend of business for the succeeding four years with an uncanny accuracy. For the next few years he believes that conditions will gradually im-

By H. A. Pauly, Secretary-Treasurer prove as to business but predicts a tightening up of credits, the necessity for decreasing the cost of production, advises increased effort in developing markets and new avenues for outlet of Nursery stock to the end that the Nursery business may get its fair share of the nation's business.



HENRY B. CHASE, Chase, Ala. He Forsees the Future

B. P. Livingston, Chief of the Division of Plant Industry, Montgomery, Ala., discussed the most important Nursery pests and their control. He outlined methods for the control of the scale insect and relative value of trol of the scale insect and relative value of the different spray materials. He also dis-cussed budding and grafting and methods of handling these operations to prevent infec-tions especially with reference to crown gall. Nemotodes were discussed and while he would recommend no specific remedy, cultural methods and crop rotation with resistent crops were cited as means of con-

A letter from Professor John W. Hyde, Alabama Polytechnic Institute gave a re-port of progress of the Alabama Arboretum and outlined plans for the support given him by Nurserymen in and out of the state.

Francis B. Latady, well-known public ac-countant of Birmingham talked on "The Business Side of the Nursery Industry." He discussed financing of the Nursery business, credits and bad debts, deploring the tendency of Nurserymen of extending excessive credit under the pressure of overproduction in order to increase sales, pointing out that it is much better to hold the stock than to send it out and put accounts on the books that never can be collected. He outlined systems of accounts, warning against com-plicating bookkeeping methods and declaring it only common sense to keep books to suit the Nursery business and as simply as

#### TREES, SHRUBS, PERENNIAL FLOWERS, and FERNS

Hundreds of Varieties, Millions of Little Trees. Write for descriptive Price Lists.

American Forestry Co.
NE, WISCONSIN PEMBINE,

The AMERICAN NURSERYMAN is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Fraser Nurseries possible. chicken dinner in the packing shed of the Nursery. Several phases of the industry were informly discussed by members. Dr. F. T. Nye, Foley, was elected president; H. B. Chase, Chase, vice-president; H. A. Pauly re-elected secretary-treasurer.

Southwestern Nurserymen's Credit Bureau at Austin, Tex., has been formed to collect and distribute knowledge on the credit of various florists, seedmen, Nurserymen and others allied with this industry throughout the southwest.

While at the present time the bureau's activities are confined to Texas, it is planned to include all Nurserymen in Oklahoma, Louisiana, Arkansas and other southwestern states as well. Membership will also be restricted, since it is planned to have this organization a highly efficient one promoted and inspired by Nurserymen of integrity and prominence in the industry.

Eugene Howard, Austin, Tex., is president. Among those active in the organization are: C. C. Mayhew, Sherman; J. B. Baker, Fort Worth; George F. Verhalen, Scottsville; Otto Lang, Dallas, all of Texas.

Upon application a receiver, P. J. Byers, has been appointed to conduct the affairs of the French Nurseries, Clyde, O., in the interest of creditors until such time as other arrangements are made.

Say you saw it in "American Nurseryman"

## **CAMPERDOWN** WEEPING

We are now able to offer some fine stock of this splendid variety which has been off the market for so many years.

Also fine lot of

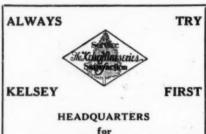
CHINESE ELM. MOLINE ELM FLOWERING CRAB, Etc.

Send for trade list.

## WASHINGTON **NURSERY** CO.

Toppenish, Wash.

C. L. rates to some point near you.



for

#### CHERRY TREES

SOUR and SWEET VARIETIES

We have 300,000 trees

A complete assortment of varieties and grades.

Write for prices.

The Kelsey Nurseries St. Joseph.

#### READY TO MOVE

Those good shaped Norway Spruce

In 18-24"; 2-3' and some larger CLEAN SPRAYED STOCK number and size wanted. Prices to E. H. BURSON, Clifton, N. Y.

#### **SALESMEN**

Sell Nursery Plants from Hand Colored Our Folders of Shruhs, Perennials an greens will make it easy to sell your fi sery stock. Factory prices. Send for

B. F. CONIGISKY 211 Hamilton St. PEORIA, ILL

#### WE OFFER

CHERRY, 1 and 2 years

APPLE, 2 years

PEACH, 1 year

n

PEAR, 1 and 2 years

SHADE and ORNAMENTAL TREES

APPLE and PEAR SEEDLINGS

APPLE GRAFTS, Whole and Piece Roots.

We have an unusually fine stock of Hydrangea Paniculata Grandiflora, 2 to 3 feet, and 18 to 24 inches. No mixtures. They have been grown to stakes and are straight and nice to handle.

Have a large supply of Spirea Vanhoutte, 3 to 4 feet and smaller. All choice plants. Amoor River Privet, all grades.

> Let Us Price Your Wants In Any of the Above

J. H. Skinner & Co., TOPEKA, KANSAS

### SPECIAL

A Loose Leaf

#### Plate Book

At the Price of a Map 80 COLORED PAGES Special Sample Price \$2.00 PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.
Searle Bldg. ROCHESTER, N. Y.

#### THE OTTAWA STAR NURSERIES OTTAWA, KANSAS

OFFER

Apple, Cherry, Peach, Plum, Apricot APPLE SEEDLINGS: GRAPES, BLACKBERIES, ASPARAGUS, RHUBARB

SHADE TREES—General Assortment, Strong on: American Elm, Soft Maple, Catalpa Bungei, Hackberry

SHRUBS—Good Assortment PRIVET—Amur and California ROSES—H. T.—H. P.—Climbers

Glad to furnish estimates

#### Wireless Paper Labels PLAIN OR PRINTED Samples Free

OHIO NURSERY COMPANY Ohio Elyria,

#### Our New Fall Bulletin

just crammed full of real buys, is now ready. If you did not receive a copy a card will bring it.

**EVERGREEN NURSERY CO.** Sturgeon Bay, Wis. Established 1864

#### YOU CAN MAKE MONEY with these Specialties

**BUDDLEIA FARQUHARI** DESMODIUM PENDULIFLORUM KERRIA JAPONICA FL. PL. **EUONYMUS COLORATA** TALISMAN ROSE

Complete Assortment of

Fruit and **Ornamental Stock** 

#### WILLIS NURSERY CO.

Wholesale Nurserymen OTTAWA, KANSAS

## CARFF'S NURSERY

Headquarters for Small Fruit Plants And Lining Out Stock Grown In the Heart of Ohio

LATHAM—CHIEF—VIKING ST. REGIS—RED RASPBERRY

LOGAN-The New Mosaic Resistant Black Cap Raspberry KOLKWITZIA AMABILIS KOREAN SPIREA—RED BARBERRY

Send for Complete Wholesale Price List

W. N. SCARFF'S SONS



TO PREPARE
NO PAINT TO PEEL
Use Perfection Markers and be absolutely
certain!
A trial will prove their
worth.

S-W SUPPLY CO. Nursery Card 21-2x41-2 inches Girard, Kansas

#### PEONIES

healthy 3 to 5 eye divisions. Cash. 

#### THIS SIZE SPACE \$2.80 per Issue Under Yearly Term \$2.50

Cover the Amercan Nursery Industry Through the Chief Exponent of the Trade.

American Nurseryman Reaching Readers in Every State

#### 425 Rock Plants Described in ROCK GARDEN and ALPINE PLANTS

By HENRY CORREVON dited by LEONARD BARRON



Exactly the information you need to make more sales and greater profits from rock garden plants.

The list of 542 kinds of plants with The list of 542 kinds of plants with their species is the most complete ever compiled. It tells the place for each, how to grow it, time of flowering, height, color of flower, and all other information you need to select the kinds that best suit your locality. Includes equally complete lists of ferns, terrestrial crebids and hardy casti

best suit your locality. Includes equally complete lists of ferns, terrestrial orchids, and hardy cacti.

Mr. Correvon, from more than 60 years' untiring study, tells how to grow all these different types and kinds of plants, how to acclimatize them, and how to build, plant, and maintain rockeries, moraines, and wall gardens.

560 pages; 33 illustrations
(17 plants in full color)
\$6.00 postpaid
PAID FOR! when it helps you place one sizable order for rock plants. It will do this many times over. Order now from

AMERICAN FRUITS PUBG. CO. P. O. Box 124 ROCHESTER, N. Y.



IMMEDIATE DELIVERY

"BOSKOOP" "BOSKOOP"

(Dutch) Burlap quares (all sizes)

Fine Granulated

"TONKING" STAKES SHADING BURLAP REED MATS Write for Price-List

#### TREESEED

SEEDS OF CONIFERS, TREES, SHRUBS, EVERGREENS and FRUITS

I am now collecting:
MYRABOLAN, CHERRY, MAZZARD,
WHITE MULBERRY,
RHUS COTINUS (common smoketree) Write me for other kinds and prices.

ARTURO ANSALONI 17918 Via Maggiore

BOLOGNA,

WE INVITE YOU TO VISIT US at Princeton

#### PRINCETON NURSERIES

Wm. Flemer's Sons. Inc. Princeton, New Jersey

#### "We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY CHAMPION NURSERIES PERRY, OHIO

#### YOUR BUSINESS ANNOUNCEMENT THE YEAR AROUND IN

AMERICAN NURSERYMAN Read from Cover to Cover The Mirror of the Trade

Will protect your interests in a medium used regularly by competitors and you need give the matter no further thought knewing that your sign is displayed day and night from coast to coast as Nurs erymen repeatedly turn these pages in reference.

\$2.50 per colum-wide inch per month (TWO INSERTIONS) under yearly term.

Forms close: 10th and 25th.

AMERICAN FRUITS PUBLISHING CO. P. O. Box 124, Rochester, N. Y.

## Strong Effort to Produce True-to-Name Trees

Annual Field Study of Fruit Trees in Nursery Row by Pennsylvania Identification Committee—Commendable Cooperation on Part of the Nurserymen

The Fruit Tree Identification Committee of the Pennsylvania State Horticultural Association, composed of Professor F. N. Fagan, Department of Horticulture, State College, Pa., H. G. Baugher, Proprietor of the Adams County Nursery and Fruit Farms, Aspers, Pa., and F. M. Trimble, Chief Nursery Inspector, Pa., Dept. Agr. Harrisburg, Pa., again called the fruit tree growers of Pennsylvania together for the annual field

A group of twenty representatives of the Nursery and horticultural industry in Pennsylvania met at the residence of Mr. H. G. Baugher on July 27th, where everyone had an excellent opportunity to study the leading commercial varieties in the plantings of one and two year old trees of the Adams County Nursery and Fruit Farms. The prin-cipal characters of growth of the commercial varieties were pointed out to those present and everyone benefited by several hours of intensive study and identification of these varieties just as they are grown in the Nursery row. As a fitting climax to this pleasant forenoon of study and good fellowship Mr. Baugher was host to the group at an excellent chicken dinner held in the Biglerville Hotel, in the heart of the Adams Coun-

ty apple-producing section.

The afternoon was spent in further study at two other nearby Nurseries. At the York Springs Nurseries of H. K. Plank and Son, York Springs, Pa., many fine two-year trees were found as well as a promising block of one-year-old trees. At the Worley Nurseries of Chester B. Worley, York Springs, Pa., a good-sized block of two-year-old apples were gone over and those present were given the opportunity to inspect one of the finest blocks of peach trees in Pennsylvania. This

SPIREA VANHOUTTE SPIREA VANHOUTTE

2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

HYDRANGEA ARBORESCENS

18-34 in. and 2-3 ft.

HYDRANGEA PAN. GRAND

18-34 in. and 3-3 ft.

BERBERIS THUNBERGI, CALIFORNIA
PRIVET, and all other SHRUBS in a good
assortment.

WISC. WEEPING WILLOWS 6-8 ft. and 8-10 ft. FRUIT TREES, GRAPE VINES, and SMALL FRUIT PLANTS "WEST has the BEST"

T. B. WEST & SONS PERRY, OHIO

PEONIES WHOLESALE GROWERS PEONIES EXCLUSIVELY

Descriptive, Instructive Catalog

HARMEL PEONY COMPANY BERLIN, MARYLAND

## **Peach Pits**

The Howard-Hickory Co. HICKORY, N. C.

WESTCOTT NURSERY CO. Falls Church, Va. 400 Acres of EVERGREENS, SHRUBS, TREES Write for Price List

#### COLLECTED STOCK

Hardy Lilies, Cornus, Viburnums, Ferns and Evergreens Write for Special Quotations
J. J. NUDD



J. H. SKINNER

block of 250,000 trees is remarkable considering the heavy losses most growers sustained to their seedlings in the spring of

On July 28 the Nurserymen gathered again, this time in York County, at the Hallam Branch of the Enterprise Nurseries of Geo. E. Stein and Son, Wrightsville, Pa. Geo. E. Stein and Son, Wrightsville, Pa. Here ornamental stock and blight-resistant chestnuts were observed. The group continued to the East Prospect or main section of this Nursery where studies were made of the leading commercial apple varieties, giving special attention to several local varieties and a prolonged discussion of the separation of Early Ripe and Early Harvest,—these two varieties are grown by those present and they usually are the source of many an argument. Here again we have a demonstration of the value of checking over the fruit tree varieties each year as they the fruit tree varieties each year as they grow in the Nursery row.

From East Prospect the group motored to Manheim in Lancaster County where many pleasant hours were spent viewing some fine ornamental evergreens and a large block of one and two year old apple trees in Root's Nurseries, so ably managed by genial friend

## PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees.

Simpson Nursery Co. Monticello, Fla. Established 1902

and host, J. W. Root. Those attending this and nost, J. W. Root. Those attending this day's study were guests of George E. Stein and J. W. Root for dinner in York when enroute to Manheim.

The outstanding point in this two days'

field study was the sincere wish of the fruit-tree growers of Pennsylvania to extend every effort in producing true-to-name trees. Their interest in this development of the in-dustry stamps them as dependable growers and wishing to give the customer trees that will bear the desired fruit. The success of this annual field study has been entirely due to their unselfish interest in giving their time, money and use of their Nurseries for the betterment of the fruit industry in general.

—F. M. T.

#### @bituary

J. H. Skinner, senior member of the firm of J. H. Skinner & Co., died at his home in Topeka, Kan., July 31, 1930.

Mr. Skinner was born Sept. 12, 1851 in Troy, O., where his father was engaged in the mercantile business. His father was an invalid for some years before his death in 1873 so that it was necessary for Mr. Skinner to leave high school and become the support of his mother and the four minor children. On December 2, 1875 he married Lizzie O. Leaf, of Troy. Seven children were born to them, five of whom are living. For several years Mr. Skinner was a florist at Troy, and later grew seedlings for George Peters & Co. In 1890 he removed to Topeka, Kan., and entered the Nursery business with L. R. Taylor and W. J. Peters under the name of Taylor, Peters & Skinner. Three years later Mr. Taylor withdrew from the firm which was subsequently known as Peters & Skinner. After the death of Mr. Peters in the fall of 1904, Mr. Skinner bought the interest of the Peters heirs and took his two sons, Ralph E. and George M. into business with him. Since that time the firm has beeen known as J. H. Skinner & Co.

Mr. Skinner was long a prominent member of the American Association of Nurserymen. He served as state vice-president in 1911. He was a member of the executive committee of the Western Association of Nurserymen in 1915. He was the last survivor of the group of well-known Nurserymen who served with him on that commit-Peter Youngers, Geneva, Neb.; D. S. Lake, Shenandoah, Ia.; H. M. Simpson, Vincennes, Ind.; R. J. Bagby, New Haven, Mo.

New members of the A. A. N. are: Oscar Hoefer, Kenosha, Wis.; B. H. Clark Co., De-kalb, Ill.; John Schroeder Lumber Co., Milkalb, Ill.; Jol waukee, Wis.

#### NOTICE!

Due to the change in the policy of the Genesee Press, Inc., Rochester, N. Y., in the handling of Horticultural Printing, the undersigned is no longer connected with this organization.

Signed M. (Mack) SEMPLE

#### AMERICAN NURSERYMAN RENEWALS

T IS THE POLICY OF THIS COMPANY TO DISCONTINUE MAILI
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SUBSCRIPTION. RENEWALS OF SUBSCRIPTION SHOULD BE MADE
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#### THIS PAGE PRESENTS

## American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Thirteenth Annual Meeting in Detroit, Mich., July, 1931—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT.

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POT GROWN VINES & CLIMBERS

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#### Scotch Grove Nursery

Growers of

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Price List on Request-Established 1871

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#### LINING OUT STOCK **EVERGREENS** TREES SHRUBS

Send for our price list of HARDY NATIVE TREES, SHRUBS, and PLANTS

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FRANKLIN FORESTRY Co.

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BIG ROOTED PLANTS IN QUANTITY

ı	Variety Amer. Arborvitae Red Pine Mugho Pine White Spruce Norway Spruce Colorado Spruce.	Gra		_	100	1000
	Amer. Arborvitae	8-15	in.	T	\$ 6.00	\$50.00
ı	Red Pine	12-15	in.	T	10.00	90.00
ı	Mugho Pine	3-5	in.	S	2.50	12.00
ı	White Spruce	6-8	in.	S	2.00	8.00
1	Norway Spruce	6-8	in.	S	2.00	8.00
ł	Colorado Spruce,	from				

Spruce Seed 6-8 in. S 3.50 25.00 F. O. B. Framingham-Packing at cost. Write for Complete List

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Seedlings and Transplants HARDY OUTDOOR FERNS **ROCK GARDEN PLANTS** 

WILD FLOWERS & PERENNIALS

We mail Trade List and will quote interesting prices on want lists. We have the Quality and Quantity

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You should be represented in this department regularly.

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Choice Broad-leaved and Coniferous

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Write for wholesale catalogue and list of rooted cuttings.

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Large Assortment

WELL GROWN—NONE BETTER

See Our Lists Before Buying

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#### **Evergreens For Fall**

First class,													
SCOTCH F	INE	3							*		.2	-3	ft.
44	46										.3	-4	64
**	44										4	-5	41
NORWAY	SPI	RU	С	Έ					*		.2	-3	ft.
45		44									.3	1-4	80
ARBORVIT	TAE										. 2	1-3 3-4	ft.
46			*	*	. ,	 . ,			*	 	**		44
WHITE SP	RU	CĖ										1-5	ft.
We offer ab													

#### GEORGE D. AIKEN

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#### EVERGREENS

SEEDLINGS and TRANSPLANTS FOR LINING OUT

Write for Our Price List

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"We Grow Our Own Trees"

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#### WE HAVE THEM You May Want Some

Norway, Sycamore and Silver Maples; Pin, Red, Mossy Cup, Catesbaei and Willow Oaks.

Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.

Our Trade List is ready. Get next to one.

Atlantic Nursery Co. MARYLAND



Modern Roses: A Uniform Descriptive List of All Important Roses in Commerce. Prepared for the American Rose Society by J. Horace McFarland, Harrisburg, Pa., President and Editor. 2511 Variety Descriptions; 48 Accurate Color Plates; 31 Sepia Pictures. A Macmillan Publication. Cloth 8vo., pp. 284, postpaid \$5. Rochester, N. Y.: American Fruits Pubg. Co.

Here it is at last! A descriptive list liberally interspersed with illustrations in sepia and in color, of the important roses in commerce! Need more be said to those who know what this means in regard to the labor of such an undertaking and the great value of the result, except to add that the authenticity and world-wide standard reference character thereof is outstanding in that the facts presented were obtained wherever possible, directly from the originators and disseminators by one who is recognized internationally as without a peer in education, experience, personal and general acquaintance in the field and equipment for such an undertaking. Be it known at once that the entire book of nearly three hundred pages. with the exception of six pages devoted to preface, list of illustrations and a ten-page appendix listing originators and introducers of roses, is devoted to a descriptive list of more than two thousand five hundred roses in commerce.

That the price of this compilation, \$5, representing the earnest work of 15 years, is nominal will be seen at once upon opening the volume. The price charged for the book represents only paper, press work and binding and nothing of the very large cost of compilation and composition. The pages have not been electrotyped. The limited edition may soon be exhausted.

While those who have complete files of the American Rose Annual have access to annually accumulated lists they will find this single, down-to-date compilation much more convenient.

Facts and only facts have been the incentive of the compiler of this list and this suggests the difficulties attending the work since sometimes pardonable pride or less pardonable commercial enthusiasm leads to the use of many favorable words without full consideration thereof. "As there are accessible names and approximate descriptions of at least 10,000 roses that have been in commerce in Europe or America within a century," says Mr. McFarland, "all of which are not now obtainable, it was obviously necessary to confine this list to varieties in 1930, or were then being prepared forcommerce. A general agreement upon classifications in this much-mixed genus is apparently an impossible dream." classifications in the book are those deemed best upon thoughtful study.

This catalogue would have been impossible, we are informed, save for the relation to the rose of the American Rose Society with its almost five thousand wide-spread membership; also it is what it is because of the willingness of the J. Horace McFarland Company to contribute without any money equivalent the time of a capable inquirer and reviser and its mechanical facilities in the type setting and revision, as well as in the use of its color illustrations.

Mr. McFarland, besides being president of the American Rose Society and editor of the

society's "American Rose Annual," is author of "How to Grow Roses" and reviser of "Roses and How to Grow Them." He is widely known as a lecturer on rose culture.

The inestimable value of "Modern Roses" as an authentic descriptive list, alphabetically arranged for ready reference, ought to be apparent to every Nurseryman. It would seem that not only Nursery concerns should have this book in their working libraries for office reference but that individual Nurserymen would desire to procure copies of the book for their private libraries while the book is available; because since the pages have not been electrotyped the limited edition is likely to become exhausted in



J. HORACE McFARLAND, Harrisburg, Pa.

view not only of the prospective demand on the part of the large and active membership of the American Rose Society but also on the part of specialists throughout this country and abroad.

For the convenience of those who care to use "Modern Roses" for comparison or record—a valuable feature keeping the book up to date—an interleaved edition has been arranged for obtainable at \$6.50 per copy.

If one so versed in rose nomenclature as is Mr. McFarland finds "Modern Roses" especially useful in his independent rose operations, how much more useful should the volume prove to be in the hands of Nurserymen generally whose occasion therefore for wide study of varieties has not been so insistent.

Otto Katzenstein & Co., Atlanta, Ga., reports: "The long protracted heat wave over a large part of this continent is not improving crop conditions for many tree seeds, especially as it is connected with unabated drought; which, for instance, in our particular section shows rainfall for this year to be only 50% normal. Many of our collectors change their previously more or less optimistic views and predict shortages now."

The author of the fine monograph on the lilac, Mrs. Susan D. McKelvey (published by the Macmillan Co., \$25) [A. N. Jan. 1929, p. 42] has received medals in recognition of her outstanding work, from the Garden Club of America, the Massachusetts Horticultural Society and the Pennsylvania Horticultural Society. Some day the A. A. N. may have a fund for such forms of recognition.

Hardy perennial seeds for summer sowing is the subject of a price list from Conyers B. Fleu, Jr., Germantown, Phila., Pa.

An amendment to the European corn borer quarantine regulations revises the boundaries of the two-generation regulated area by adding to that area all that part of the state of New Hampshire not heretofore included therein.

#### PENNSYLVANIA NURSERY-MEN'S ASSOCIATION

Floyd S. Platt, Morrisville, Secy.

PENNSYLVANIA ranks third among the states in acreage growing Nursery stock. In 1929, there were 478 Nurseries in the commonwealth, and these had 7,028 acres in Nursery stock.

Because of the increasing size and importance of Nursery stock production as an industry and in order to secure more adequate statistics on the industry, a questionnaire survey was undertaken early in 1930 by L. H. Wible, Director, Bureau of Statistics, Pennsylvania Department of Agriculture, at the request of the Pennsylvania Nurserymen's Association and F. M. Trimble, Chief Nursery Inspector, Bureau of Plant Industry, Pennsylvania Department of Agriculture.

This survey represents probably the first systematic effort that has been made to assemble statistical information on this important branch of Pennsylvania agriculture. An attempt was made to reach all of the Nurseries in the commonwealth but for reasons not obvious, reports were not received from a number of the Nurserymen. The individual reports have been merged into a county summary so that the information could be made available without disclosing data relative to any one Nursery.

Two hundred and seventy-seven reports from Nurserymen located in 43 counties show the value and importance of the Nursery business. On the basis of these reports it is estimated that the value of Nursery stock "in the ground" for all the Nurseries in Pennsylvania approximated \$7,500,000 in 1929, and that the total output for the year, was between \$5,500,000 and \$6,000,000, of which over two-thirds represents products sold in Pennsylvania, the remainder going to other states and countries.

One of the significant facts revealed by the survey is the extent to which ornamental trees and plants have replaced fruit trees and other small fruits in Nursery. Not many years ago Nurseries were made up largely of fruit trees but now only 7 per cent of the stock consists of fruit trees and only 15 per cent small fruits, while 78 per cent consists or ornamental trees and plants.

Land owned for Nurseries purposes is reported as 7920 acres; planted in Nursery stock, 4718 acres; land rented 1135 acres, annual rental, \$21,368; value of Nursery equipment, \$651,906.

#### WANT ADVERTISEMENTS

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WANTED

With large Pacific Northwest Nursery. Must have successful experience in quantity production of high-grade broad-leaved and conffer evergreens. Also Fruit Trees and Rose department foreman wanted who knows fruit trees and roses and their propagation and handling. F-158, care American Nurseryman.

BOOKKEEPER and STENOGRAPHER, familiar with Nursery Stock, for progressive Nursery in Western Pennsylvania. F-157, care American Nurseryman.

WANTED—Experienced man as WORK-ING FOREMAN. Must have knowledge of growing, grading and packing out wholesale and retail orders and arranging stock in storage. Reply at once giving references and experience. Address F-159, care American Nurseryman, Rochester, N. Y.

EXPERIENCED SALESMAN
to call on the wholesale trade for large midwestern Nursery. MUST BE ABLE TO
PRODUCE and will be compensated accordingly. Give full particulars and references in first letter.
Address F-160, c/o American Nurseryman.

POSITION WANTED

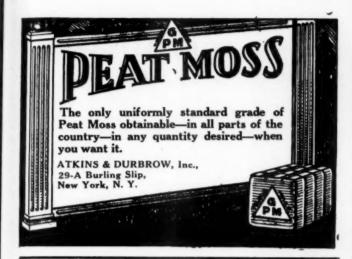
By experienced Grower and Salesman
Northwestern States preferred. Address
F-161 care American Nurseryman.

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The best evergreen ground cover in the world. Our stock exceeds four millions this year.

						100	1000
234" pot plants						\$10.00	\$85.00
2 year field plants,							65.00
2 year field plants,	No.	2				7.00	60.00
1 year field plants,	No.	1				6.00	50.00
1 wass field slants	No.	2				5 00	40 00

WRITE FOR BOOKLET

"Benefit and Beautify with Pachysandra"

Also our Wholesale Trade List

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GROUND COVER PLANTS SPECIALIST

Narberth,

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Must have sales ability as well as be able to
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- ☐ Hill's Fall 1930 Trade List.
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  ☐ Simple lessons in the use of Evergreens.

After all is said and done "good Evergreens at the right price" is the only thing that makes and keeps customers. Hill Evergreens must be right. We have nothing else to sell. We take pride in doing one thing well. Right now the assortment is the most complete and the prices lowest of any time during the year.

ONCE AND TWICE	TRANSPLANTED	EVERGR	EENS
		Each	Each
ABIES		100	1000
	2-4 " 1	.05	.041/2
Balsamea	8-10" x		.07
Balsamea			.11
Balsamea macrocarpa	8-10" xx		.07
Concolor	4-6 "	.07	.06
Concolor	6-8 " x		.19
Fraseri	4-6 "	@ .05	.04
Homolepis	2-4 "	. @ .05	.04
CEDRUS			
Atlantica	4-6 "	.05	.04
Deodara	8-10"	0 .06	.05
Libani	4-6	c @ .07	.06
JUNIPERUS			
Chinensis	8-10" x	k @ .12	.10
Chinensis			.15
Chinensis pfitzeriana	4-6 "	@ .13	.12
Chinensis pfitzeriana	8-10" x		.19
Chinensis pfitzeriana			.24
Chinensis sargenti green .	6-8 " x		.19
Chinensis sargenti green . Communis depressa	8-10" x	k @ .15	.14
Communia denressa		x @ .20	.19
Communis depressa aurea	6-8 " x		.19
Communis depressa plumo	ва 8-10" ж		.19
Communis depressa prostr	ata 6-8 " x		***
Communis hibernica			.161/2
Excelsa stricta			.14
Horizontalis douglasi	8-10" x		.14
Japonica	6-8 " x	x @ .20	.19
Japonica	8-10" x	x @ .25	.211/2
Japonica sylvestris		x @ .09	.08
Sabina	6-8 " ж		.14
Sabina	8-10" x		.19
Sabina horizontalis		x @ .20	.19
Sabina horizontalis	8-10" x	x @ .25 x @ .65	.60
Sabina von ehron		x @ .65 x @ .35	
Virginiana	10 24"	x @ .50	** *
Virginiana		x @ .25	221/2
Virg. Kosteri horizontalis	8-10 X	x (i) .20	2278
PICEA			
Canadensis		x @ .06	.05
Canadensis		x @ .08½	.071/2
Canadansis (Frame)	12-18" x	x @ .11	.10
Canadensis (Field)		x @ .16½	
Canadensis		x @ .25	.24
Canadensis albertiana	6-8 " х	x @ .08½	
Canadensis albertiana		x @ .20	.19
Excelsa	8-10" x	x @ .06	.05
Excelsa		$x = 0.08\frac{1}{2}$	.10
Excelsa		x @ .12 x @ .18½	.171/2
Excelsa		x @ .18½ x @ .08½	.071/2
Pungens	10.12"	x @ .16½	.15
Pungens	12.10"	x @ .16½ x @ .25	.24
Pungens		rw (ft. '92)	-8-4
PINUS			
	0 100	11	10
		x @ .11	.10
Mughus	4-6 "	x @ .06	.05
Mughus	0-0 4	x @ .09	.19
Mughus		x @ .06	.05
Nigra Nigra		x w .06	.08
Nigra		x @ .20	.19
		w .20	

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PINUS—Continued	Each 100	Each 1000
Strobus 8-10" xx	@ .07	.06
Strobus	@ .15	.14
Strobus	@ .20	.19
Sylvestris 8-10" xx	@ .06	.05
Sylvestris	@ .09	.06
Sylvestris	@ .20	.19
PSEUDOTSUGA		
Douglasi 8-10" xx	.09	.08
Douglasi	@ .12	.10
Douglasi	@ .171/2	.161/2
Douglasi	@ .25	.24
TAXUS		
Cuspidata 4-6 " x	@ .15	.131/2
Cuspidata 8-10" xx	@ .30	** *
THUYA	_	
Occidentalis 6-8 " xx	@ .06	.05
Occidentalis	@ .081/2	.071/3
Occidentalis	@ .15 @ .20 @ .27½	.14
Occidentalis18-24" xx	@ .20	.19
Occidentalis 2-3 xx	@ .271/2	.25
Occidentalis 3-4 ' xx	@ .50 @ .16 @ .15	471/2
Occidentalis conica densa 8-10" xx	@ .16	.15
Occidentalis douglasi aurea10-12" xx		.14
Occidentalis douglasi pyramidalis 8-10" xx	@ .15	.14
Occidentalis Little Gem 6-8 " xx	@ .25 @ .181/2	******
Occidentalis lutea	@ .181/2	.171/2
Occidentalis pyramidalis	@ .14 @ .30 @ .35	.13
Occidentalis pyramidalis	@ .30	.29
Occidentalis pyramidalis	@ .35 @ .55	.50
Occidentalis recurva 6-8 " xx		-14
Occidentalis rosenthali	@ .15 @ .15 @ .17½	.14
Occidentalis rosenthali	6 .171/2	
Occidental's rosenthali10-12" xx	@ .20	.19
Occidentalis wareana 8-10" xx	@ .20 @ .13	.12
Occidentalis woodwardi 8-10" xx	@ .15	.14
Occidentalis woodwardi	@ .35	.321/4
TSUGA	e	100 / 1
Canadensis 4-6 " xx	@ .05	.04
Canadensis	@ .15	.14
Canadensis	@ .25	.24
Canadensis	40	.39
	-	
GRAFTED EVERGREENS (Gr	afts)	
JUNIPERUS	Each 100	
Chinensis albovariegata	@ .40	
Chinensis pyramidalis blue	@ .40	
Chinensis pyramidalis green	@ .35	
Chinensis sargenti blue	@ .40	
Chinensis sargenti green	@ .40	
Japonica	@ .40	
Sabine von ehron	@ .50	

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